

RADIO PUBLIC SERVICE ANNOUNCEMENTS

2005 Recovery Month Live-Read Radio Scripts

:30

Drug and alcohol addiction are equal opportunity diseases. People in recovery from these diseases come from all walks of life... and deserve to be treated with kindness and respect for fighting and winning one of the hardest battles there is.

This September, celebrate the 16th annual observance of ***National Alcohol and Drug Addiction Recovery Month*** by joining the voices for recovery, because recovery heals lives, families, and communities. For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-H-E-L-P [or replace this number with the number of a local treatment provider].

:15

People in recovery from alcohol and drug addiction deserve kindness and respect. This September, celebrate ***National Alcohol and Drug Addiction Recovery Month*** by joining the voices for recovery. Recovery heals lives, families, and communities. For more information, call 1-800-662-H-E-L-P [or replace this number with the number of a local treatment provider].

:30

Alcohol and drug addiction can make you feel alone. Isolated.

But you can get help. Get better. And reconnect with the people who care about you.

This September marks the 16th annual observance of ***National Alcohol and Drug Addiction Recovery Month***. You can help celebrate by joining the voices for recovery. Recovery heals lives, families, and communities. For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-H-E-L-P [or replace this number with the number of a local treatment provider].

:15

You're not alone. You can get help for alcohol and drug addiction.

This September marks the 16th annual observance of ***National Alcohol and Drug Addiction Recovery Month***. Join the voices for recovery, which heals lives, families, and communities. For more information, call 1-800-662-H-E-L-P [or replace this number with the number of a local treatment provider].

Promoting *Recovery Month* with These Public Service Announcements (PSAs)

Radio is a valuable medium to promote the fact that September 2005 marks the 16th annual observance of ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)***. Radio public service announcements (PSAs) can give listeners basic information about the campaign and provide a toll-free number to find out more about treatment services, as encouraged through this year's theme—“***Join the Voices for Recovery: Healing Lives, Families, and Communities.***”

Three 30-second and three 15-second radio PSA scripts are included in this planning toolkit. The scripts include the toll-free national helpline, 1-800-662-HELP, a resource administered by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services (HHS). ***If your state, county, or community has its own toll-free hotline number, we encourage you to use it in place of the national number.*** To obtain localized contact information, contact the Single-State Agency (SSA) in your state, which is listed in the SSA Directory included in the “Resources” section of this planning toolkit. If you do use a local hotline, please advise those operating the hotline that you will be including their number in the scripts, so that they can prepare for a potential increase in calls.

To distribute these scripts, call local radio stations to find out the name and address of the public affairs director at each station. If there is no one with that exact title, ask for the name and title of the person in charge of PSAs. Explain to this person that you are working as part of the national effort to promote ***National Alcohol and Drug Addiction Recovery Month*** and to secure the support of radio stations to promote treatment and to inform listeners in your area where they can go for help.

Pre-produced radio and television public service announcements are available to order and localize by contacting SAMHSA's National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686 or by mail at P.O. Box 2345, Rockville, MD 20847.

Once you have spoken with the public affairs director or other contact, you should either fax or mail copies of the PSA scripts for their consideration. When you send the scripts out, do not forget to list your contact name, organization, and phone number. Make sure to include a cover letter summarizing the main points you discussed, and convey your appreciation for the airtime these important messages will receive.